Attribution Framework

1. Break your leadership team into groups of three to four people.

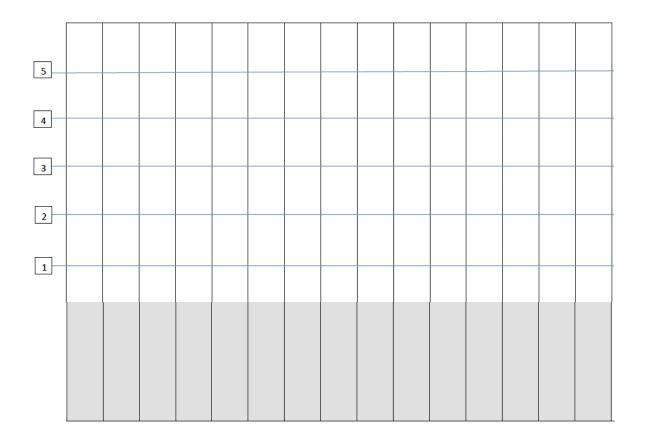
Cton 4 What are the attributes of very toward markets

- 2. Have each group take a copy of the tool to work with.
- 3. Each group should start with page 1 and discuss the six to eight key attributes of the market your company is playing. Fill them in on the left-hand side in a column marked "Attributes."

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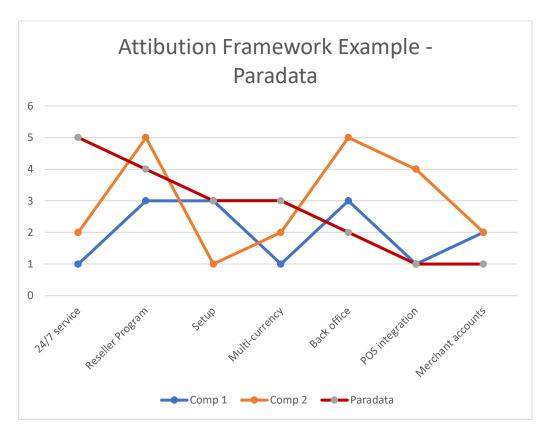
Attributes	Comp 1:	Comp 2:	Comp 3:	Comp 4:	Your Company

- 4. As a group, go to the column labeled "Your Company" and rank on a scale of 1 to 5 how well your company serves each of these attributes—one by one. Be as honest and realistic as possible. You cannot be good at them all.
- 5. Now identify two or three competitors. Put the name of a competitor in each of the columns labeled "Comp 1," "Comp 2," and so on. Then do the same ranking for up to three of your competitors.
- 6. Once you have all the competitors ranked, as well as your own company, go to the second page below and write the attributes across the bottom axis in the order of best to worst ranking based on your company's rankings.



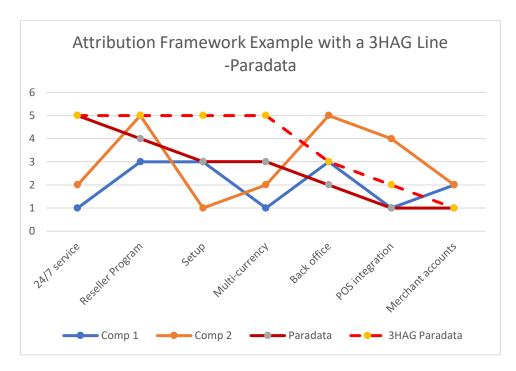
7. Once each group has written the attributes across the bottom axis, plot the line for your company and then for each of your competitors.

Example:



- 8. Once all the groups have mapped the Attribution Framework, have each group share their graph and how they came up with the results.
- 9. As a group, decide on what the 6-8 attributes will be for the company. And then have a volunteer collate the input into one graph for the next meeting and post it on the wall of your meeting room.
- 10. 3HAG Line—The last step, is to have a team discussion based on the white space available, what your company should decide to do, and what they should decide not to do.

Example:



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Step 1. What are the attributes of your target market?
Step 2. Rank on a scale of 1 to 5?

Comp 1:	Comp 2:	Comp 3:	Comp 4:	Your Company
	Comp 1:	Comp 1: Comp 2:	Comp 1: Comp 2: Comp 3:	Comp 1: Comp 2: Comp 3: Comp 4: